

## Target Gift Card- Low High Control (#28426)

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### 1) Have any data been collected for this study already?

No, no data have been collected for this study yet.

### 2) What's the main question being asked or hypothesis being tested in this study?

We predict that participants will have more negative judgments of a low-income consumer who uses a gift card to buy a TV compared to a higher-income consumer or a control (no-income provided) consumer.

### 3) Describe the key dependent variable(s) specifying how they will be measured.

DV: Judgment of Permissible Consumption (5 item scale) rated from 1=Strongly Disagree to 7 = Strongly Agree.

1. Joe made the responsible purchasing decision
2. Joe deserves to buy what he did.
3. Joe made a thoughtful decision.
4. Joe made an impulsive decision. (reverse coded)
5. Joe would have been better off buying something else. (reverse coded)

### 4) How many and which conditions will participants be assigned to?

Three conditions

1. Joe has a low paying job (bottom 25% of income distribution)
2. Joe has a high paying job (top 25% of income distribution)
3. no income provided

### 5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.

We will first take a mean of the five items to create a composite of the Judgment of Permissible Consumption. We will then use an ANOVA to test whether Judgments of Permissible Consumption vary across income conditions. We will run t-tests to determine if Judgment of Permissible Consumption is lower in Condition 1 compared to Condition 2 and lower in Condition 1 compared to Condition 3.

### 6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.

none

### 7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.

300

### 8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)

Nothing else to pre-register.